

# Post Status Publish

*An event for WordPress professionals*

Post Status Publish is a conference for WordPress professionals, happening August 3-4, 2017, in Atlanta, Georgia. Website: [poststatus.com/publish](http://poststatus.com/publish)



The event is **professional-focused**. We will have two full days of single-track sessions, networking, and social activities. There will be an official after party on-site, plus a VIP dinner for organizers, speakers, and sponsors.

## Purpose

Post Status Club Members tend to be the type of folks that attend WordPress conferences, but spend most of their time in the hallway track. The goal for Post Status Publish is to bring the hallway track to the main stage.

## **We'll bring up the kind of conversations that don't usually get the chance to be on the main stage. This is not your average WordPress event.**

Last year, we put on a one-day event that was well received. This year, Publish is standalone, two full days, and in an accessible location that's affordable to travel to (Atlanta is a Delta hub).

Our goal is to cater an event to WordPress professionals that are all too accustomed to typical conference talks and want to go deeper, higher, farther – all in a collaborative and friendly environment.

- **Location:** The Garage at Tech Square in Atlanta, GA
- **People:** The Garage can handle ~200 attendees for the main event. The sweet spot is 150-200 people.
- **Space:** The Garage is one open space. Sponsor mingling will be a first class citizen at this event, as there is not a separate room or hallway dedicated to a sponsor area. There is room for all but it is an open concept space.
- **Time:** Two full days, **August 3-4**, with an party on August 3rd.

## Who is attending?

I did a quick survey of Post Status members. It wasn't very scientific, but I have dozens of responses by just sending it to the Slack channel.

Many of you already know who they are, but here are a couple of interesting insights, as to the type of **influencers you will be reaching**.

- Around 75% of Post Status members are directly responsible for their organization's buying decisions. Around 98% influence their organization's buying decisions.
- The majority of members spend thousands per year on WordPress products and services. Some are responsible for six and seven figure budgets every year.
- Almost all members spend money in two ways: for their organizations, and in a personal manner, meaning they valuable for both top tier and entry-level tier markets. They are also advocate types: meaning, they do what they do for fun as well as for work.
- Hosting is the top expenditure for most members, followed by plugins and themes. SaaS products are third, followed by advertising.
- Hosting and developer tools/plugins were cited as "most important" in a text-driven question.
- Around 50% of respondents identified as business owners, managers, or team leads. Around 40% responded as developers or senior developers.

On average, a Post Status member is an influencer, both within their organization, and in the broader WordPress community. **Sponsoring Publish is an opportunity to network and create relationships with the high-end of the WordPress community.** These influencers take those relationships to their localities, networks, and organizations.

## Sponsorship Opportunities

### Platinum Sponsorship (1/1 available) - \$14,000

- **Lanyard branding**
- **Full conference branding (all materials)**
- Dedicated newsletter item
- Swag bag include
- Special thanks in opening/closing remarks
- **Dedicated signage around venue**
- **Dedicated after party & dinner sponsor (rooftop!)**
- Tweet before, during, after event
- Event giveaway opportunity
- 30 minute speaking slot
- Sponsor info included in pre/post blog posts
- Post-event email to attendees w/ connection info
- Pre-event email to attendees w/ sponsor contact bios
- Thanks in post-event videos.
- **5 Full Event Tickets**

### Gold Sponsorship (3/3 available) - \$7,500

- Booth
- Dedicated newsletter item
- Swag bag Include
- Medium logo on website & all events info
- Special thanks in opening/closing remarks
- **Dedicated signage**
- **Dedicated Lunch sponsor (one day) or Coffee sponsor (two days) (fcfs)**
- Tweet before, during, after event
- Event giveaway opportunity
- 15 minute speaking slot
- Sponsor info included in pre/post blog posts
- Post-event email to attendees w/ connection Info
- Pre-event email to attendees w/ sponsor contact bios
- Thanks in post event videos.
- **3 Full Event Tickets**

## Silver Sponsorship (8/8 available) - \$4,000

- **General Sponsor**
- half-table
- **Shared** newsletter item
- **Small** logo on website & all events info
- Special thanks in closing remarks
- Tweet before, after event
- Sponsor info included in pre/post blog posts
- Post-event email to attendees w/ connection info
- Pre-event email to attendees w/ sponsor contact bios
- Thanks in post event videos.
- **2 Full Event Tickets**

## Bronze (community) Sponsorship (unlimited) - \$1,000

- **Community Sponsor**
- Special thanks on stage
- Shared swag table
- Logo on website
- VIP party invite
- **1 Full Event Tickets**